

COLGATE OPTIC WHITE STAIN FIGHTER FRESH MINT- sodium fluoride paste, dentifrice
Colgate-Palmolive Company

Disclaimer: Most OTC drugs are not reviewed and approved by FDA, however they may be marketed if they comply with applicable regulations and policies. FDA has not evaluated whether this product complies.

Colgate® Optic White® Stain Fighter™ Fresh Mint

Drug Facts

Active ingredient

Sodium fluoride 0.24% (0.15% w/v fluoride ion)

Purpose

Anticavity

Use

helps protect against cavities

Warnings

Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Directions

adults and children 2 years of age and older	brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician
children 2 to 6 years	use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years	ask a dentist or physician

Inactive ingredients

water, hydrated silica, sorbitol, glycerin, PEG-12, pentasodium triphosphate, tetrapotassium pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, cocamidopropyl betaine, benzyl alcohol, sodium saccharin, xanthan gum, sodium hydroxide, mica, titanium dioxide, FD&C blue no. 1

Questions?

1-800-468-6502

Dist. by:

COLGATE-PALMOLIVE COMPANY

New York, NY 10022 U.S.A.

PRINCIPAL DISPLAY PANEL - 119 g Tube Carton

NEW
STAIN REMOVAL
TECHNOLOGY**

Colgate®

OPTIC
WHITE®

STAIN FIGHTER™

REMOVES 6X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

NET WT 4.2 OZ (119 g)

ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE WHITENING

FRESH MINT GEL

Colgate®

OPTIC
WHITE.

STAIN FIGHTER™

REMOVES 6X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

NEW
STAIN REMOVAL
TECHNOLOGY**

NET WT 4.2 OZ (119 g)

ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE WHITENING

FRESH MINT GEL



Colgate®

OPTIC
WHITE.

STAIN FIGHTER™

REMOVES 6X MORE SURFACE STAINS*
WITH MICRO-POLISHING ACTION

NEW
STAIN REMOVAL
TECHNOLOGY**

NET WT 4.2 OZ (119 g)

ANTICAVITY FLUORIDE TOOTHPASTE | ENAMEL SAFE WHITENING

FRESH MINT GEL



Drug Facts

Active ingredient **Purpose**
Sodium fluoride
0.24% (0.15% w/v fluoride ion).....Anticavity

Use helps protect against cavities

Warnings

Keep out of reach of children under 6 years of age. If more than used for brushing is accidentally swallowed, get medical help or contact a Poison Control Center right away.

Drug Facts (continued)

Directions

adults and children 2 years of age and older brush teeth thoroughly, preferably after each meal or at least twice a day, or as directed by a dentist or physician
children 2 to 6 years use only a pea sized amount and supervise child's brushing and rinsing (to minimize swallowing)
children under 2 years ask a dentist or physician

Inactive ingredients water, hydrated silica, sorbitol, glycerin, PEG-12, pentasodium triphosphate, tetrapotassium pyrophosphate, sodium lauryl sulfate, flavor, cellulose gum, cocamidopropyl betaine, benzyl alcohol, sodium saccharin, xanthan gum, sodium hydroxide, mica, titanium dioxide, FD&C blue no. 1

Questions? 1-800-468-6502

GLUTEN FREE

www.colgateopticwhite.com

Made in Mexico

Dist. by:
COLGATE-PALMOLIVE COMPANY
New York, NY 10022 U.S.A.



Colgate®

OPTIC
WHITE.

STAIN FIGHTER™

FRESH MINT GEL

REMOVES 6X MORE SURFACE STAINS*



Contains clinically proven technology to safely remove surface stains for whiter teeth.



It also helps prevent new stains from forming so teeth stay whiter longer



Enamel Safe for daily use

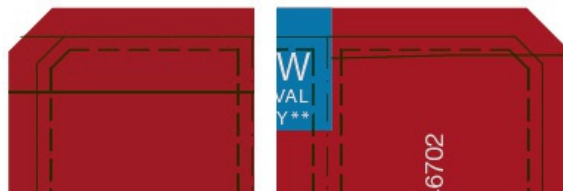
*new surface stain removal technology for Optic White®

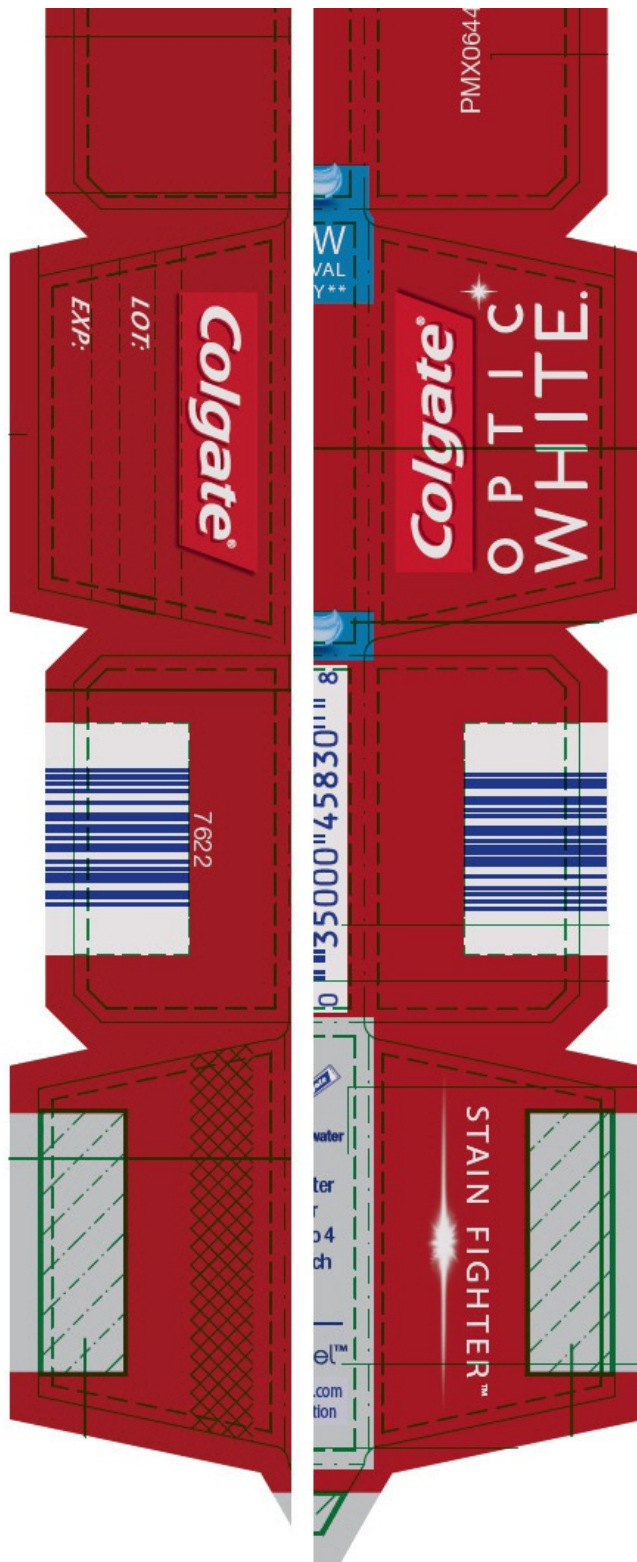
SAVE WATER
www.colgate.com/savewater

Turning off your water while brushing your teeth can save up to 4 gallons of water each time you brush!

smartlabel™

visit smartlabel.colgate.com for ingredient information





COLGATE OPTIC WHITE STAIN FIGHTER FRESH MINT

sodium fluoride paste, dentifrice

Product Information

Product Type	HUMAN OTC DRUG	Item Code (Source)	NDC:35000-936
Route of Administration	DENTAL		

Active Ingredient/Active Moiety

Ingredient Name	Basis of Strength	Strength
SODIUM FLUORIDE (UNII: 8ZYQ1474W7) (FLUORIDE ION - UNII:Q80VPU408O)	FLUORIDE ION	1 mg in 1 g

Inactive Ingredients

Ingredient Name	Strength
WATER (UNII: 059QF0KO0R)	191.17 mg in 1 g
HYDRATED SILICA (UNII: Y6O7T4G8P9)	
SORBITOL (UNII: 506T60A25R)	
GLYCERIN (UNII: PDC6A3C0OX)	
POLYETHYLENE GLYCOL 600 (UNII: NL4J9F21N9)	
SODIUM TRIPOLYPHOSPHATE ANHYDROUS (UNII: 9SW4PFD2FZ)	
SODIUM PYROPHOSPHATE (UNII: O352864B8Z)	
SODIUM LAURYL SULFATE (UNII: 368GB5141J)	
CARBOXYMETHYLCELLULOSE SODIUM, UNSPECIFIED FORM (UNII: K679OBS311)	
COCAMIDOPROPYL BETAINE (UNII: 5OCF3O11KX)	
BENZYL ALCOHOL (UNII: LKG8494WBH)	
SACCHARIN SODIUM (UNII: SB8ZUX40TY)	
XANTHAN GUM (UNII: TTV12P4NEE)	
SODIUM HYDROXIDE (UNII: 55X04QC32I)	
MICA (UNII: V8A1AW0880)	
TITANIUM DIOXIDE (UNII: 15FIX9V2JP)	
FD&C BLUE NO. 1 (UNII: HBR47K3TBD)	

Product Characteristics

Color	BLUE	Score	
Shape		Size	
Flavor	MINT	Imprint Code	
Contains			

Packaging

#	Item Code	Package Description	Marketing Start Date	Marketing End Date
1	NDC:35000-936-71	1 in 1 CARTON	11/30/2017	
1		119 g in 1 TUBE; Type 0: Not a Combination Product		
2	NDC:35000-936-60	1 in 1 CARTON	12/19/2018	
2		170 g in 1 TUBE; Type 0: Not a Combination Product		
3	NDC:35000-936-02	1 in 1 CARTON	03/12/2019	
3		56.6 g in 1 TUBE; Type 0: Not a Combination Product		
4	NDC:35000-936-33	1 in 1 CARTON	03/18/2020	
4		36.8 g in 1 TUBE; Type 0: Not a Combination Product		

Marketing Information

Marketing Category	Application Number or Monograph Citation	Marketing Start Date	Marketing End Date
--------------------	--	----------------------	--------------------

Labeler - Colgate-Palmolive Company (001344381)

Revised: 12/2019

Colgate-Palmolive Company